

Zevision ORDER

Flight Dates 10/02/12-10/08/12

Order Sep 00:25:00

Product Estimate #

Contract / Revision 580380 / NIXON 4 GOV Alt Order # 09834711

Original Date / Revision Agency Com 15% Billing Type Cash

10/03/12 10/03/12 Billing Contact Order Type GENERAL

Advertiser Nixon, Jay/D/MO/Governor Billing Cycle EOM/EOC

1600 Locust Street Billing Calendar BROADCAST
Philadelphia, PA 19103

Agency Campaign Group

Demographic A25-54

Agency Campaign Group

Rev Codes SP-POL PLC GEN

Sales Office DC-M Product Codes PL1Eb

1600 Locust Street Sales Region NAT Priority 3

Philadelphia, PA 19103

Agency Ref

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 22% Market Value 201250

Competing Station		Amount
KCPT	%	0
KCTV	34%	68425
KCWE	%	0
KMBC	28%	56350
KMCI	%	0
KPXE	%	0
KSHB	16%	32200
KSMO	%	0

Order Totals Billing Plan # of Spots Net Amount Gross Amount Month Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 \$37,633.75 0.00 10/01/12 \$44,275.00 10/08/12 \$37,633.75 \$44,275.00 72 Totals \$37,633.75 \$44,275.00 0.00

							Total	S
Ln Ch Start End	Inventory Code Bre	ak Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 4 10/06/12 10/06/12	Sa 7-9a CM	All Sa 7-9a	~5~	:30 1	\$300,003	0.00 NM	1	\$300.00
	Sa 7-9a							
NEWS								
Start Date End Date	Weekdays Spots/We	<u>ek Rate</u>	Rating					
Week: 10/01/12 10/07/12	\$-	1 \$300.00	0.00					
2 4 10/07/12 10/07/12	Su 7-9a CM	All Su 7-9a	5	:30 1	\$300.003	0.00 NM	1	\$300.00
	Su 7-9a							district of the same
NEWS						I		
Start Date End Date	Weekdays Spots/We	ek Rate	Rating			1		
Week: 10/01/12 10/07/12	\$	1 \$300.00	0.00			1		
3 4 10/02/12 10/05/12	M-F 6-7a CM	All 6-7a	WTF	:30 5	\$600,002	0.00 NM	5	\$3,000.00
	M-F 6-7a					į		and a second
NEWS						- 1		
Start Date End Date	Weekdays Spots/We	ek Rate	Rating					
Week: 10/01/12 10/07/12	WTF	5 \$600.00	0.00					

Print Date: 10/03/12 F

Page 2 of 4



580380

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON 4 GOV

Estimate #

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Tota Spots	Amount
4 4	10/02/1	2 10/05/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	~-WTF	:30	ð	\$625,002	0.00 NM	8	\$4,200.00
NEWS			3 (8) 5 F F F 7 200 (9) 7							1		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10.	****	10/07/12 2 10/08/12	WFF M-F 7-9a	8 CM-All	\$525.00	0.00 M	:30	2	\$525.002	0.00 NM	2	\$1,050.00
9 4	IU/UA/I	2 10/00/12	M-F 7-9a	CIVI-MI	1-9a	Minne	ينڊ.	4	4920.VV Z	Ö.ÜÜ IN	4	# (,000.0¢
NEWS												
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10.		10/14/12 2 10/05/12	M-F 5-6p	2 CM-All	\$525.00 5-60	0.00 WTF	:30	6	\$600.002	0.00 NM	6	\$3,600.00
9 4	19/0/2/1	2 10/00/12	M-F 5-6p	OMENI	a-Qμ	and the first of	.50	œ,	good.oo e	O.GO MINI	Ų	\$0.200.00
NEWS												
	<u>irt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10		10/07/12 2 10/07/12	WTF	OM AU	\$600.00	0.00	:30	4	\$250.002	0.00 NM	0	\$0.00
E 7 4	10/07/1	2 19/07/12	3u 5-6p Su 5-6p	CM-AII	9-0b	nor one can but not all	UE.	•	\$\$30.00 K	O.GO INIVI	Ų	₽V.ŲL
NEWS			in a mile									
- manufacture (Co.	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 Spot Ch	/01/12 <u>Date Ra</u>	10/07/12 nge n	S escription	1 Start	\$250.00 /End Time	0.00 W	eekdays	Len	oth Rate	Rto Type		
		092 -10/07/12 S		5-6p		M-107-	S	-	30 (1250-00)			
	edited	,							(
8 4	10/02/1	2 10/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	WTF	:30	5	\$1,200.002	M/A 00.0	5	\$6,000.00
NEWS	irt Date	End Date	Mankdaya	Spots/Week	Rate	Rating						
<u>عادہ</u> Week: 10		End Date 10/07/12	<u>Weekdays</u> wrr		\$1,200.00	0.00						
9 4	tarether family are family	2 10/05/12	M-F 10-1030p	CM-AII	10-1030p	W7F	:30	4	\$1,200,002	0.00 NM	4	\$4,800.00
			M-F 10-1030p							İ		
NEWS	rt Date	End Data	Mookdayo	Spats/Week	Data	Rating						
<u>হ।</u> Week: 10		End Date 10/07/12	<u>Weekdays</u> WTF	www.incianum.io.u/assana	<u>Rate</u> \$1,200.00	0.00						
10 4	The state of the s	2 10/08/12	M-F 10-1030p	SANING STREET, SANING 	10-1030p	Meerer	:30	1	\$1,200.002	MM 00.0	1	\$1,200.00
			M-F 10-1030p									
NEWS	art Date	Frad Flanks	Mookdaya	Omata (Mank	Pata	Dating				i		
<u>518</u> Week: 10		End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
			Sa 10-1030p	war and the second seco	10-1030p	in a m a in Z w in a m a in Z w	:30		\$800.002	0.00 NM	1	\$800.00
			Sa 10-1030p				,		4.4			
NEWS		EM 4 P		63 4 604 1	** .	*** **						
<u>Sta</u> Week: 10	ert Date	End Date 10/07/12	<u>Weekdays</u> S-	Spets/Week	<u>Rate</u> \$800.00	Reting 0.00						
12 4	······································	2 10/05/12	M-F 530-6a	CM-All	530-6a	WTF	:30	werene (12)	\$300.002	0.00 NM	4	\$1,200.00
	t and in this .	,	M-F 530-6a		F. F. S.	-7.			and come they cold a consistent in the	2724 11111		And a find the war the man
NEWS												
	nt Date	End Date	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$300,00	Rating 0.00						
Week: 10		10/07/12 2 10/08/12	M-F 530-6a	CM-All	\$300,00 530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.06
10 **	TANKAL	e iningité	M-F 530-6a	Aisiasti	ベベハ 11出	\$54 cm common and	. 4654	•	सम्बद्धः अस्त स	armin idilai	,	west. Of
NEWS												
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>Sta</u> Week: 10		10/14/12	M	1	\$300.00	0.00				B.		



580380

Flight Dates 10/02/12-10/08/12

<u>Hiatus Dates</u>

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Print Date: 10/03/12

Advertiser Nixon, Jay/D/MO/Governor Product NIXON 4 GOV

Estimate #

Ln Ch Start End	Inventory Code Break	Start/End T	īma Davs	Len Sp	ots Rate Pri	Rtg Type \$	Tota Spois	ls Amount
14 4 10/03/12 10/03/12	X Facior Wednesday CM-All		Waa	:30	1 \$2,600.002	0.00 NM	7	\$2,600.00
X FACTOR	FOX X Factor							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12		\$2,600.00	0.00	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~				
15 4 10/02/12 10/05/12	M-F 9-10a CM-All M-F 9-10a	9-10a	WTF	:30	5 \$300.002	0.00 NM	5	\$1,500.00
NEWS	(Att) M. (Mai							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00					
16 4 10/02/12 10/05/12	M-F 3-4p CM-All		WTF	:30	5 \$150.002	0.00 NM	5	\$750.00
U POCE I SECOLARI	M-F 3-4p							
JUDGE J BROWN Start Date End Date	Weekdays Spots/Week	Rate	Rating			i		
Week: 10/01/12 10/07/12	WTF 5	\$150.00	0.00	W-44-5-30-48-5-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-				
17 4 10/02/12 10/05/12	M-F 4-5p CM-All	4-5p	WTF	:30	5 \$375.002	0.00 NM	5	\$1,875.00
JUDGE JUDY	M-F 4-5p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 18 4 10/02/12 10/05/12	WTF 5 M-F 1102-1132p CM-All	\$375.00 M-F 1102p-1	0.00 1132pWTF	:30	4 \$250.002	0.00 NM	4	\$1,000.00
	M-F 1102p-1132p	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		e amen fibe.	and and the second second second			41.4.000
TMZ Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF 4	\$250.00	0.00					
E 19 4 10/08/12 10/08/12	· · · · · · · · · · · · · · · · · · ·	M-F 1102p-1	1132р м	:30	2 \$250.002	0.00 NM	2	\$500.00
TMZ	M-F 1102p-1132p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 20 4 10/02/12 10/05/12	M 2 M-F 5-530a CM-All	\$250.00 5-530a	0.00 WTF	:30	4 \$300.002	M/4 00.0	4	\$1,200.00
En 4 innerit innerit	M-F 5-530a	Q-2358	** * *	.00	2 #555.55 #	0.50 1410	***	4:1000.00
NEWS	Weekdays Spots/Week	Data	Rating					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/WeekWTF 4	<u>Rate</u> \$300.00	6.00 1780117					
21 4 10/08/12 10/08/12		5-530a `	M	:30	1 \$300.002	0.00 NM	1	\$300.00
NEWS	M-F 5-530a							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 22 4 10/02/12 10/05/12	Marian 1	\$300.00 630-7p	0.00 WTF	:30	4 \$1,000.002	0.00 NM	4	# # PNO OB
22 4 10/02/12 10/05/12	M-F 630-7p CM-All M-F 630-7p	630-1b	ni not 158 (In my ni	.20	4 \$1,000.00 2	O OO MINA	4	\$4,000.00
WHEEL		m .	ria , i					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00			Î		
23 4 10/08/12 10/08/12		630-7p	M	:30	1 \$1,000.002	MM 00.0	1	\$1,000.00
WHEEL	M-F 630-7p							
Start Date End Date	Weekdays SpotsWeek	Rate	Rating					
Week: 10/08/12 10/14/12	M 1	\$1,000,00	0.00					************
24 4 10/04/12 10/04/12	Thursday Prime B CM-All FOX Prime Thursday 8-9:	8p-9p	T	:30	1 \$2,800.002	0.00 NM	1	\$2,800.00
GLEE	in version is a restricting of the standing o							

Print Date: 10/03/12



580380

Flight Dates 10/02/12-10/08/12

<u>Hiatus Dates</u>

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON 4 GOV

Estimate #

Ln C	Ch	Start	End	Inventory Code	Break	Start/End		Len Spots			P	
24	4	10/04/12	10/04/12	Thursday Prime B	CM-AII	8p-9p	T	- :30 1	\$2,800.002	0.00 NM	1	52,800.00
				FOX Prime Thurs	day 6-9r							
GL	LEE											
	Start	Date i	nd Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 10/0	1/12	10/07/12	*** *** *** ***	1	\$2,800.00	0.00					
SHAROTE PERSONS						ocalica (cipal por biolica especial per				Totals	72 SAA	275.00